

UNITED STATES OF AMERICA
POSTAL REGULATORY COMMISSION
WASHINGTON, D.C. 20268-0001

Annual Compliance Report, 2014

Docket No. ACR2014

CHAIRMAN'S INFORMATION REQUEST NO. 11

(Issued February 24, 2015)

To clarify the basis of the Postal Service's estimates in its FY 2014 Annual Compliance Report, filed December 29, 2014,¹ the Postal Service is requested to provide written responses to the following questions and requests. Answers should be provided to individual questions and requests as soon as they are developed, but no later than March 3, 2015.

Quality of Service

The following questions relate to the Customer Insights (CI) measurement system:

1. The Postal Service states that “[t]he new CI composite metric is a weighted multi-channel customer driven experience measurement which presents an improved holistic view of customer satisfaction.”²
 - a. Please explain how the experience measurement is weighted.
 - b. What is meant by the statement that the weighted measurement “presents an improved holistic view of customer satisfaction”?
2. In Library Reference USPS-FY14-17 at 39, the Postal Service states that “[t]he new CI composite metric is based on a hybrid set of measurements, which when taken together, present an improved view of customer satisfaction...[and

¹ United States Postal Service FY 2014 Annual Compliance Report, December 29, 2014 (FY 2014 ACR).

² FY 2014 ACR at 40-41

that]...the new survey metrics are...comprised of four key components: Point of Sale (POS), Business Service Network (BSN), Delivery (Residential/Small & Medium Business) and Customer Care Center (CCC).” In the FY 2014 ACR at 41, the Postal Service discusses the methodology of only one of the four components—the Residential/Small & Medium Business component. How are the other 3 components of the CI composite metric used to measure the customer experience under the CI measurement system?

3. In Library Reference USPS-FY14-17 at 39, the Postal Service also states, “[t]he CI composite metric provides a more diversified view and deeper insight into our customers’ experiences with USPS as a whole.” Please explain how the new CI measurement provides “a more diversified view” and “a deeper insight into ...customers’ experiences” than the prior Customer Experience Measurement system.

By the Acting Chairman.

Robert G. Taub